



CATEGORIES OF SUPPORT AND SELECTION CRITERIA FOR UK CORPORATE CONTRIBUTIONS

GlaxoSmithKline's global mission is to improve the quality of human life by enabling people to do more, feel better and live longer. The company pursues this mission not only through the medicines and vaccines it develops and makes available, but also through a wide variety of community programmes.

The company's programmes are tailored to the needs of the communities they support. GlaxoSmithKline supports community initiatives in both the developed and the developing world, but the needs can be very different. We are committed to promoting health and well-being in the communities in which we work and charitable and community partnership is one of the ways through which we invest in society.

Identifying the right projects is an important responsibility; that's why the company takes a strategic, proactive approach and **does not generally support unsolicited requests for funding**.

GlaxoSmithKline funding recipients are identified on the basis of need, not for their potential to assist sales of GlaxoSmithKline products.

We strive to be consistent in our selection of charities to support. We challenge them to be innovative, dynamic and cost effective with our grant. We expect to see something more – we try to see where we can add value in a creative way.

We require charities to use any contribution from GlaxoSmithKline for the purpose for which it was given and to report effectively to the company on the progress of the initiatives which our funding has supported.

It is inevitably the case that many more charities meet our criteria than can be supported; we would ask all potential partners to bear this in mind when seeking support from GlaxoSmithKline.

The UK Corporate Contributions Committee agrees charitable support for the UK. Support is considered under the following headings: Health and Wellbeing, Scientific Education, and the Environment. The criteria used by the UK Corporate Contributions Committee are outlined below.

HEALTH & WELLBEING

Healthcare is at the heart of the company's business, and we aim to support a broad range of organisations working in this area. As part of the company's support for healthcare initiatives we also fund medical research and the continuing education of healthcare professionals.

In selecting candidates for consideration the following criteria are used:

- (a) GlaxoSmithKline's donation should not be in substitution of government funding;

- (b) the project should have a long life and be seen to actively improve healthcare for NHS patients. Unusual, pioneering, or unique projects will be of particular interest;
- (c) each recipient must be prepared to affix the GlaxoSmithKline name exclusively to the facility, or part of the facility financed by the donation and to give suitable public recognition;
- (d) the projects supported should be spread geographically across the UK, with reasonable regard to GlaxoSmithKline sites;
- (e) the selection of projects should constitute a varied but coherent programme.

The Committee also operates a programme of small donations, most of which fall within the category of health and wellbeing.

Small Donations

To facilitate the day to day management of the programme of corporate donations the Committee delegates authority to the Secretary to approve contributions of up to £10,000. These contributions are made across the whole range of the Committee's categories of support, although a higher percentage fall within the health and wellbeing category.

The following criteria are applied to this element of the programme:

- (a) Where a modest contribution can achieve an effect which is out of proportion to its size, typically to a small charity or one working in an unusual disease area affecting a relatively small proportion of the population.
- (b) Where a national charity has a history of receiving support from GlaxoSmithKline, modest support will be considered from time to time.
- (c) Where a GlaxoSmithKline site recommends support for an appropriate organisation a donation is considered if the site's own local budget for such donations is not sufficient to meet the request. In cases such as this the site is expected to contribute some element from its own budget to make up the sum sought by the charity.

Small donations are considered against the following criteria:

- (i) Only proposals falling within the Committee's headings of support are considered and where appropriate the Committee's established criteria are applied.
- (ii) The charities must be well managed irrespective of their size and be capable of achieving tangible results within an agreed timescale.
- (iii) Support is usually to be given to specific projects, such as the purchase of individual items of equipment, or the publication of information, rather than to support an organisation's revenue funding.
- (iv) Innovative and/or replicable projects are sought.

IMPACT Awards

Working in partnership with The King's Fund, a leading independent health charity, the IMPACT awards recognise and promote the work of voluntary organisations with a proven track record in the challenging and demanding area of community healthcare. Awards are made on an annual basis, applications are made directly to The King's Fund and in contrast to all other areas of the company's programme of charitable support, awards can be used for core funding.

Organisations applying for funding via the IMPACT Awards will be measured using the following criteria:

- **Innovation - Leadership**, creativity and initiative in addressing current challenges in healthcare access and delivery.
- **Management** – Efficient use of resources; quality of management processes; clear objectives and plans; measurement and monitoring of performance; strength and financial effectiveness of the organisation.
- **Partnership** – Working effectively with others (members, users, private and public sector partners, etc); willingness to share 'best practice' and to learn from others.
- **Achievement** – Measurable results achieved; numbers of people benefited, impact on access to healthcare; difference made.
- **Community Focus** – Involving and responding to users and the community; openness and provision of information; adaptability to changing circumstances and needs.
- **Targeting need** – Awareness of community issues and priorities; focus on people in need.

Further information can be found at www.kingsfund.org.uk/gskimpactawards

SCIENTIFIC EDUCATION

Through leadership, proactive involvement and sponsorship, we aim to contribute to the development of a community that is enthusiastic about science and science careers, one that believes that learning about science is important and that develops the knowledge, understanding and skills that are needed to make sound decisions about the science-related issues we face everyday.

It is important to GlaxoSmithKline that children receive a high quality science education. Preference is given to those projects that 'Give Science Context' and 'Enhance Science Teaching'. Projects previously funded under this criteria include: The Darwin Centre, Natural History Museum, 'Who Am I Gallery?', Science Museum,; BodyWorks, Glasgow Science Centre.

Giving Science Context

These projects aim to engage scientists, bringing together scientists with students and teachers to develop students' understanding and interest in science and careers in science and the pharmaceutical industry. Student participation programmes should aim to support and develop the students' understanding of science and its relevance in every day life.

Enhancing Science Teaching

These projects support programmes that provide high quality professional development for teachers, enhance teachers' understanding of science and science processes techniques and develop good practices of science teaching

ENVIRONMENT

In keeping with the Committee's emphasis on education and health and wellbeing, projects in this category should either aim to educate the public on environmental matters or have a bearing on human health. Such projects are assessed in the following areas:

- (a) Research and investigation - to assess the gravity or otherwise of environmental problems with a human health implication and to identify technological remedies.
- (b) General educational and information activities, conveying valid information to the general public to increase their awareness and/or to allow them to appreciate local features (nature reserves etc).
- (c) Initiatives seeking to bring about direct environmental improvements. This includes projects that are of direct benefit to people (e.g. health, water purity and pollution projects).

In addition to such projects the Committee will also consider initiatives which have relevance to GlaxoSmithKline's business. For instance biodiversity initiatives, where they might link to the work of natural products and those tackling sustainability initiatives.

Our staff are encouraged to give something back to their local communities with our Orange Day programme – all employees are entitled to a day of company time to volunteer with a charity or community based organisation. The Company also funds organisations our staff volunteer or fundraise for in their own time via our Making a Difference scheme.

Requests for support should be sent to:

**UK Corporate Contributions
GlaxoSmithKline
980 Great West Road
Brentford
Middlesex TW8 9GS**

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